

## Message Text

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41

ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 SS-15 COME-00 USIA-15 CIAE-00

INR-10 NSAE-00 RSC-01 RSR-01 /079 W

----- 046458

R 091441Z AUG 73

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 8394

UNCLAS BRUSSELS 4596

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJ: STATE/COMMERCE COOPERATION ON COMMERCIAL  
PROGRAMS

REF: STATE 141993

1. WE WELCOME THE ATTENTION GIVEN BOTH BY THE DEPARTMENT OF  
STATE AND THE DEPARTMENT OF COMMERCE TO IMPROVING STATE  
COMMERCE COOPERATION ON COMMERCIAL PROGRAMS. THIS IS AN EFFORT WHICH  
DESERVES THE FULLEST SUPPORT AT FOREIGN SERVICE  
POSTS. OFFICERS OF THE EMBASSY, WHO ARE DEEPLY INTERESTED  
IN AND COMMITTED TO OUR COMMERCIAL PROGRAMS, HAVE GIVEN  
CAREFUL CONSIDERATION TO PROBLEMS WHICH MIGHT BE DISCUSSED AT THESE  
MEETINGS. RECOGNIZING THE LIMITS TO WHAT CAN BE TAKEN UP AT  
AUGUST 13 MEETING OUT OF A NUMBER OF SUGGESTIONS, I RECOMMEND  
THE FOLLOWING AS MOST WORTHY OF CONSIDERATION.

2. WE ARE IMPRESSED BY SUCCESS OF THE DEPARTMENT OF COMMERCE  
IN REORGANIZING THE WASHINGTON END OF OUR COMMERCIAL PROGRAM.  
FROM OUR PERSPECTIVE, THE PROGRAM IS BETTER TARGETED (BOTH BY  
INDUSTRY AND BY COUNTRY) AND MUCH MORE RESPONSIVE. WE HAVE REAL  
COMMUNICATION INSTEAD OF FACELESS EXCHANGES. USDOC NOW  
ANSWERS OUR CABLES MORE QUICKLY AND MORE MEANINGFULLY. THE  
REQUIREMENTS USDOC LEVIES ON US ARE PRECISE AND PRACTICAL (EVEN  
IF MORE NUMEROUS THAN BEFORE). WE BELIEVE THIS EFFORT SHOULD BE  
GIVEN FULL RECOGNITION DURING THE FORTHCOMING MEETING AND THAT  
FURTHER PROGRESS IN THIS DIRECTION SHOULD BE ENCOURAGED.

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3. THE RECENT INTENSIFICATION OF WASHINGTON INTEREST IN COMMERCIAL WORK NATURALLY WILL BE REFLECTED IN MANAGEMENT PLANNING AND OPERATIONS. WE MUST, OF COURSE, ALL COOPERATE IN THIS EFFORT BUT WE URGE EXTREME CARE TO AVOID TYING UP OUR PERSONNEL WITH MANAGEMENT-ORIENTED REPORTING TO THE DETRIMENT OF SUBSTANTIVE COMMERCIAL WORK. WE SHOULD IN PARTICULAR AVOID GLOBAL PROGRAMS, INDEED RECOGNIZING THAT EACH AREA AND EACH COUNTRY IS DIFFERENT AND THAT THE FACILITIES AT MODERATE AND SMALLER-SIZED POSTS LEAVE LESS TIME FOR NON-SUBSTANTIVE WORK.

4. OUR LOCAL AMERICAN BUSINESS CONTACTS HAVE COMMENTED MOST FAVORABLY ON COMMERCE'S PROGRAM OF PUBLICITY AND OTHER MEASURES TO INCREASE COMPANY INTEREST IN EXPORTING. THEY EMPHASIZE THAT EVEN MORE SHOULD BE DONE . WITH DEVALUED DOLLAR, NOW IS THE TIME TO INTENSIFY THIS EFFORT. WE SHOULD , IN THIS CONNECTION, NOT IGNORE THE EXPORT POTENTIAL OF THE LARGE MULTINATIONAL. MANY OF THE NUMEROUS MULTINATIONAL EUROPEAN REPS IN BRUSSELS HAVE COMPLAINED TO US OVER THE DIFFICULTY OF PERSUADING HOME OFFICES OF NEW OPPORTUNITIES FOR U.S. SOURCING AS A RESULT OF DOLLAR DEVALUATION. WE BELIEVE IT IMPORTANT IN THIS CONNECTION THAT RECOGNITION BE GIVEN TO THE ROLE OF ECONOMIC COMMERCIAL OFFICERS ABROAD SHOULD BE INCLUDED IN USDOC PUBLICITY.  
CROWLEY

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